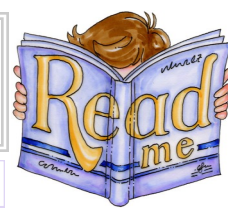


Information Resource Center, Public Affairs Section, U.S. Embassy Jakarta



You Belong @Your Library

This information package is compiled to commemorate National Library Week, April 8-14, 2012

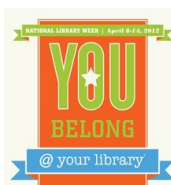


U.S. Embassy Jakarta Mission Statement

Based on mutual respect and shared values, the U.S. Mission works with Indonesia to strengthen democracy, sustain the environment, promote prosperity, enhance understanding and ensure security for our people, our nations, and our region

NATIONAL LIBRARY WEEK: A TRIBUTE TO LIBRARIES AND LIBRARIANS EVERYWHERE

"Whatever the cost of our libraries, the price is cheap compared to that of an ignorant nation." -- Walter Cronkite, broadcaster



National Library Week --held annually in April-- is the occasion to celebrate libraries and librarians in America.

Did you know that

Americans Librarians Teach Survival Skills

Being able to read is the most basic survival skill in an information society. Librarians know how to get kids hooked on books! Vibrant storytelling sessions take place every day in libraries around the country. About 86 percent of public libraries offer preschool story-hour and other programs for preschool and kindergarten age children.

U.S. Libraries Help Students Succeed

Research has shown that the highest achieving students come from schools with good library media centers, and most school library media centers spend less than \$7 a year per child. A quarter of all schools have no school librarian.

U.S. Libraries Wire the World

Learning how to use technology to access information is also crucial for succeeding in today's fast-paced marketplace. The world is entering an infor-

mation age driven by computer technology. However, most families still do not have a computer at home. Those who do generally have household incomes greater than \$50,000. Approximately 44 percent of public libraries are connected to the Internet and about 11 percent of elementary schools and 21 percent of high school libraries are connected. No parent is too poor to give his or her child the key to technology... a library card!

U.S. Libraries Stimulate Young Minds

Libraries provide a great alternative to video games and television. Americans spend six times as much on home video games (\$5.5 billion) as they do on school library materials for their children. Almost half of children ages 3 to 8 visit a library each month.

Libraries in the U.S. Are Everywhere!

There are more public libraries than McDonald's - a total of 15,946, including branches.

Source: <http://goo.gl/j9ZUJ>

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How the National Library Week Started

In the mid-1950s, research showed that Americans were spending less on books and more on radios, televisions and musical instruments. Concerned that Americans were reading less, the American Library Association (ALA) and the American Book Publishers formed a nonprofit citizens organization called the National Book Committee in 1954. The committee's goals were ambitious. They ranged from "encouraging people to read in their increasing leisure time" to "improving incomes and health" and "developing strong and happy family life."

In 1957, the committee developed a plan for National Library Week based on the idea that once people were motivated to read, they would support and use libraries. With the cooperation of ALA and with help from the Advertising Council, the first National Library Week was observed in 1958 with the theme "Wake Up and Read!"

National Library Week was observed again in 1959, and the ALA Council voted to continue the annual celebration. When the National Book Committee disbanded in 1974, ALA assumed full sponsorship.

Source: <http://goo.gl/WbDmX>

LEARNING ABOUT LIBRARIES & LIBRARIANS IN THE U.S.

WHAT'S AT THE LIBRARY?

SERVICES



There are many services offered at library, from courses on computers or art to book clubs and parenting groups. Library provides technologies for user use, such as internet access, copiers, printers and computers. Library is also engaging various groups of users such as children and teens, adults and seniors, persons with disabilities and pre-release, ex-inmates with lot of

activities and special collections. Some libraries often offer online, e-mail or chat reference services. Other libraries conduct sessions on Teaching English as a Second language (ESL) and host programs to celebrate special events and culture.

PROGRAMS

Libraries offer various activities ranging from book clubs, homework help, holiday or special thematic events celebration to

technology help including the Teen Tech Week, a special program that happens once a year at local libraries to give teenagers a fun digital experience through their library.

RESOURCES

Libraries carry many categories of books such as fiction, nonfiction and reference. But some also carry special collections of rare books, manuscripts and maps, magazines, movies, and

music. Reference librarian is also a source who not only know the library like the palm of their hands, but also have a wide knowledge of authors, technology and more. Whether you want to print out a grocery list, send an e-mail or print out documents, libraries may have computers/printers/copiers to help. Additionally most libraries offer free internet access.

Excerpt from:

<http://goo.gl/nZFBY>

HOW DO USERS USE THE LIBRARY?

EXPERT STAFF



Many librarians are experts in their field or specialization and are available to help you.

If you think a librarian's job is simply to stamp due dates into books and swipe library cards, think again.

Research librarians will help you map out a search effort, while instructional librarians teach you how to access materials. Acquisitions and collections librarians work with one another to obtain new materials and develop existing collections. Children's librarians are experts in early childhood learning. Some librarians have expertise in specific fields like music or medical science, while others specialize in catalog management.

Not every person who works in a library is a librarian. Other members of a library's staff include pages, assistants, managers and directors.

How Can Librarians Help User?

Librarians are experts at research

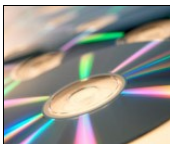
and will use their expertise to help you find what you need. Librarians can offer you first-hand advice and help narrow down your search to a few authoritative resources.

Librarians are also experts when it comes to working with technology. They are trained to comb through the plethora of information available on the Internet.

In other words a librarian is there to offer you advice and help you develop your own research.

All you have to do is ask.

COLLECTIONS



These days, libraries offer way more than just books.

Many libraries have a periodicals section, complete with contemporary magazines and newspapers, and some with full-runs of specific publications. Many libraries also have extensive audio col-

lections that allow you to pull up archives of music and spoken word.

Following in line with the latest technological trends, libraries may also have digital collections of photographs and posters from specific time periods, in addition to digital books.

User access policy to this collections is different from one library to another. American users can check the website of their local libraries or take an impromptu trip to these libraries.

COMMUNITY

For young and old—and everyone in between—libraries serve as centers of activity for their communities, fostering intellectual growth in many ways.

Now more than ever, a library is more than a place to research a topic or check out a book—it's a place to seek out friendship, support and a larger sense of community.

Programs offered by libraries of all types help people carve out individual identities for themselves and become active members in their community.

For many children, their first memory of learning to read is associated with the library. Libraries also work to build a sense of community outside their building; many offer services in the comfort of home for individuals who are less mobile. Bookmobiles and homebound delivery services expand the library's reach and offer seniors and those with disabilities the same experiences they would get by visiting in person.

With these programs, libraries help cultivate and foster community growth and involvement. Libraries also build relationships between community members and strive to provide services for people of all ages and backgrounds.

Excerpt from:

<http://goo.gl/S1gVb>

Continue to page 3

LEARNING ABOUT LIBRARIES & LIBRARIANS IN THE U.S.

Continued from page 2

WHY USE THE LIBRARY?



ECONOMICS

The Cost of Fun

The books, audio books, CDs and DVDs purchased by just one individual can cost thousands of dollars every year. These days, however, Americans are spending less and less on entertainment. A 2009 Zogby poll shows that 70 percent of Americans are cutting back on luxuries like movies, including 76 percent of young adults. Instead, Americans are looking for

affordable entertainment options at their local libraries.

Surf and Save

The cost for Internet connection is still higher than many families can afford, though it's an essential tool for both job seekers and students. Many libraries remain the only place in communities offering free Internet access to the public.

Paying It Back

Libraries do more than help Americans save money; they also spur economic growth.

People without home computers or Internet access rely on library computers to find and apply for jobs. Beyond that, libraries offer a range of programs aimed at employment, career training and small-business development.

In good times or bad, libraries provide the kind of economic stimulus that benefits everyone.

ENRICHMENT

In many people's lives, libraries are more than just a place. Li-

braries are not just buildings full of books. Oftentimes, they help people discover their passion, their family roots or even a sense of community.

RELATIONSHIPS

Libraries build relationships. People are connecting at their libraries, whether it's with media, technology or one another.

Excerpt from:

<http://goo.gl/RnEBK>

RESOURCES

ARTICLES



eLibraryUSA

The following articles are available at eLibraryUSA. To get access to database, please contact the [IRC](http://eLibraryUSA)

EMBEDDED LIBRARIANSHIP/Siess, Judith. *Searcher*, Jan/Feb2010, Vol. 18, No.1, p.38-45

The article discusses the concept of embedded librarianship, which is when librarians manage online and virtual libraries instead of a physical library and are placed within organizations as researchers and information specialists. It studies the advantages and disadvantages of such setup and suggests that the shift into electronic libraries is inevitable.

SO YOU WANT TO BE A LIBRARIAN?/McDermott, Irene E.. *Searcher*, Oct 2010, Vol. 18, No.8, p.7-44

The article offers information on a number of online resources related to librarianship as a career in the U.S. as of 2010. The website of the

American Library Association (ALA) provides information on the types of jobs available for librarians.

SURVEY SAYS LIBRARY USERS ARE YOUR BEST CUSTOMERS/ Albanese, Andrew. *Publishers Weekly*, Oct. 2011, Vol. 258, No. 44, p.4-5

The article offers information on a new survey conducted to determine the value of libraries to the book. The survey collected data from library users across the U.S. It found that libraries are a powerful economic engine for the book business.

WHEN SERVICE MATTERS/ London, Charles. *Library Journal*, Jan 2010, Vol. 135, No. 1, p. 40-43

The article presents an overview of the impact that a global recession and a challenging economic situation in the United States is having on the services that U.S. libraries are being asked to provide to library patrons, and in particular to unemployed library patrons, in 2009.

BOOKS

CORE TECHNOLOGY COMPETENCIES FOR LIBRARIANS AND LIBRARY STAFF: LITA GUIDE #15.

Edited by Susan M. Thompson. New York: Neal-Schuman Publishers, 2008. 248p. ISBN: 978-1555706609

Given the rapid pace of change in technology and library services, it is challenging to maintain the technology skills that librarians and library staff need.



THE THRIVING LIBRARY: SUCCESSFUL STRATEGIES FOR CHALLENGING

TIMES. By Marylaine Block. 2007/352 p.

ISBN 978-1573872775

The author integrates survey responses from innovative library directors with her research, analysis, and extended interviews to showcase hundreds of winning programs and services.

REPORTS

THE LIBRARY IN THE CITY: CHANGING DEMANDS AND A CHALLENGING FUTURE, *Pew Charitable Trust*, March 7, 2012

A new report from The Pew Charitable Trusts finds that urban libraries are experiencing increased demands for an ever-widening array of services, due in part to the poor economy. At the same time, libraries' funding from local governments has been cut, leaving them with fewer resources, staff and hours with which to meet these new challenges.

To understand how urban libraries are dealing with this pressure, the report from Pew's Philadelphia Research Initiative compared 14 library systems. Read the complete report at: <http://goo.gl/y9X3M>

For more titles of IRC collection, please check our online catalog:

<http://69.63.217.22/U10086Staff/OPAC/index.asp>

LIBRARIANS: MASTERS OF THE INFO UNIVERSE

By Kerith Page McFadden,
CNN, April 12, 2011

Librarians, information specialists, knowledge managers or whatever title a librarian might have -- their skills are in high demand. And, though you might not know it, they are everywhere.

Famous people who were librarians

FBI Director J. Edgar Hoover, Casanova, Israeli Prime Minister Golda Meir, former first lady Laura Bush and China's Mao Zedong. At one point in their lives, each of them either worked as librarian or in a library.

Librarians are techno-savvy

Librarians don't just use books anymore. Searching through tweets, blogs, podcasts, websites and more to find accurate and authoritative information has become more the rule than the exception.

At a time where anyone can

Google just about anything, librarians don't just find information, they find the correct information -- and fast. The American Library Association reports reference librarians in the nation's public and academic libraries answered nearly 5.7 million questions each week in 2010.

Filmmaker's library

Even "Star Wars" creator George Lucas has his own research library on his Skywalker Ranch. Lucas started the library in 1978, and the collection is housed under a large stained-glass dome.

Librarians influence our culture and society

While clearing out old archives at the Palmer Theological Seminary in 2005, librarian Heather Carbo found a working manuscript of one of Beethoven's final compositions.

Librarians track spy info and classified intelligence

When the CIA needs to provide information to the U.S. president, they turn to their librarians. To become one of the U.S. intelligence's community research experts, a librarian must pass medical and psychological exams, polygraph interviews and clear extensive background investigations.

Librarians are heroic

Alia Muhammad Baker, the chief librarian of Basra, Iraq, removed 30,000 books from the city's main library before it was destroyed during the 2003 invasion of Iraq.

Their numbers are many

In 2009, there were 206,000 librarians, 50,000 library technicians and 96,000 other education, training and library workers

Librarians are behind the scenes in current events

-- Federal government shutdown. Lawmakers go to the Congressional Research Service, a division of the Library of



Congress, for information.

-- The royal wedding at Westminster Abbey. The Abbey's Library and Muniment Room has a historic collection of books, manuscripts and archival material.

-- NATO no-fly zone over Libya. NATO's Brussels Headquarters houses a multimedia library with a collection focusing on international relations, security and defense, military questions and world affairs.

Warning to readers about librarians

A character in "The Callahan Touch", one of science fiction writer Spider Robinson's books, said, "Librarians are the secret masters of the universe. They control information. Never piss one off."

Source: <http://goo.gl/RTBzT>

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Walk-in Visitors
(by appointment only):
Monday to Friday; from 07:30 to 16:00
Closed on U.S. and Indonesian holidays

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The U.S. Embassy's Information Resource Center (IRC) in Jakarta is a specialized reference and research facility whose goal is to provide you with accurate, up-to-date and authoritative information about U.S. society and policy materials, covering such topics as U.S. foreign policy, government, economics and trade, history, social and cultural issues. Three professionally-trained reference specialists will help you to retrieve needed-information quickly, conveniently, and free of charge. The IRC collection includes a reference collection, a periodicals section, and access to extensive online commercial-databases.

For details on reference and periodical collections, please check our online catalog at <http://69.63.217.22/U10086Staff/OPAC/index.asp>. For all IRC information products, including this info package are available online at: <http://jakarta.usembassy.gov/infoproduct.html>

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